

WCCO-TV

90 SOUTH ELEVENTH STREET, . MINNEAPOLIS MN 55403-2450

WCCO-TV

AND

PAGE 1

246444 AGENCY (OR SERVICE) ACTING AS AGENT FOR 163365 ADVERTISER (OR AGENCY AND ADVERTISER)

NAME THE NEW MEDIA FIRM C/O MUNDY

ALLIANCE FOR A BETTER MINNESOTA

AND 1322 G St SE

1600 University Ave W Ste 309B

ADDRESS Washington DC 20003-3021

Saint Paul MN 55104-3800

USA

USA

CONTACT LAUREN RICHARDS

PRODUCT#1595

LOCAL SALESPERSON Nicole Roy Pol AGENCY EST. NO. 1595

PRODUCT CODE 1300

NATIONAL SALESPERSON

BROADCAST SCHEDULE STARTING 09/15/12 AND ENDING 09/24/12 NO. WEEKS: 2

Cancellation Notice

Required

Announcement 28 days
prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1	01010..	2	04:58A	05:58A	30S	09/18/12-09/20/12	SUNRISE THIS MORNING	2	500.00	1000.00
2	10000..	1	04:58A	05:58A	30S	09/24/12-09/24/12	SUNRISE THIS MORNING	1	500.00	500.00
3	00101..	2	05:58A	07:00A	30S	09/19/12-09/21/12	THIS MORNING	2	1000.00	2000.00
4	02222..	8	07:00A	09:00A	30S	09/18/12-09/21/12	CBS THIS MORNING	8	750.00	6000.00
5	20000..	2	07:00A	09:00A	30S	09/24/12-09/24/12	CBS THIS MORNING	2	750.00	1500.00
61.	1	07:57A	09:00A	30S	09/15/12-09/15/12	SAT 8AM NEWS	1	600.00	600.00
7	01010..	2	11:58A	12:30P	30S	09/18/12-09/20/12	NOON NEWS	2	1000.00	2000.00
8	10000..	1	11:58A	12:30P	30S	09/24/12-09/24/12	NOON NEWS	1	1000.00	1000.00
9	00101..	2	12:30P	01:00P	30S	09/19/12-09/21/12	THE BOLD & THE BEAUTIFUL	2	550.00	1100.00
10	01010..	2	12:59P	01:58P	30S	09/18/12-09/20/12	THE TALK	2	500.00	1000.00
11	10000..	1	12:59P	01:58P	30S	09/24/12-09/24/12	THE TALK	1	500.00	500.00
12	01010..	2	02:58P	03:57P	30S	09/18/12-09/20/12	DR. PHIL	2	750.00	1500.00
13	10000..	1	02:58P	03:57P	30S	09/24/12-09/24/12	DR. PHIL	1	750.00	750.00
14	00101..	2	03:57P	05:00P	30S	09/19/12-09/21/12	ELLEN DEGENERES	2	1000.00	2000.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

WCCO-TV

90 SOUTH ELEVENTH STREET, . MINNEAPOLIS MN 55403-2450

WCCO-TV

CONTRACT NO. REV.

1141-53431-1

DATE PRINTED

08/29/12

AND

PAGE 2

246444	AGENCY (OR SERVICE) ACTING AS AGENT FOR 163365		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME	THE NEW MEDIA FIRM C/O MUNDY		ALLIANCE FOR A BETTER MINNESOTA		
AND	1322 G St SE		1600 University Ave W Ste 309B		
ADDRESS	Washington	DC 20003-3021	Saint Paul	MN 55104-3800	
	USA		USA		
CONTACT	LAUREN RICHARDS		PRODUCT EST#1595		
LOCAL SALESPERSON	Nicole Roy Pol	AGENCY EST. NO. 1595	PRODUCT CODE	1300	
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 09/15/12 AND ENDING 09/24/12 NO. WEEKS: 2					

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			FROM	TO						
15	01010..	2	04:59P	05:30P	30S	09/18/12-09/20/12	M-F 5PM NEWS	2	2000.00	4000.00
16	01010..	2	05:59P	06:30P	30S	09/18/12-09/20/12	M-F 6PM NEWS	2	2500.00	5000.00
17	10000..	1	05:59P	06:30P	30S	09/24/12-09/24/12	M-F 6PM NEWS	1	2500.00	2500.00
181.	1	06:00P	06:30P	30S	09/15/12-09/15/12	SATURDAY 6P NEWS	1	1400.00	1400.00
191	1	05:28P	05:58P	30S	09/23/12-09/23/12	SUNDAY 5:30P NEWS	1	1500.00	1500.00
20	00101..	2	06:27P	07:00P	30S	09/19/12-09/21/12	WHEEL OF FORTUNE	2	4000.00	8000.00
21	00100.1	2	10:00P	10:35P	30S	09/19/12-09/23/12	LATE NEWS M-F/SU	2	3600.00	7200.00
22	01010..	2	10:35P	11:38P	30S	09/18/12-09/20/12	LATE NIGHT WITH DAVID	2	1000.00	2000.00
23	10000..	1	10:35P	11:38P	30S	09/24/12-09/24/12	LATE NIGHT WITH DAVID	1	1000.00	1000.00
24	00101..	2	11:37P	12:38A	30S	09/19/12-09/21/12	THE LATE LATE SHOW W/CRAIG	2	400.00	800.00
251.	1	10:35P	11:05P	30S	09/22/12-09/22/12	STORM STORIES	1	700.00	700.00
261.	1	11:35P	12:35A	30S	09/22/12-09/22/12	CSI MIAMI	1	250.00	250.00
271	1	12:00M	01:00A	30S	09/23/12-09/23/12	NUMB3RS	1	200.00	200.00
Total Contract:								48		56000.00
Billing Summary										

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			FROM	TO						
					Qtr 3-12	<u>Jul</u> .00	<u>Aug</u> .00	<u>Sep</u> 54500.00	<u>Total</u> 54500.00	
									<u>GRAND TOTAL</u> 54500.00	

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